



Power Up with School Breakfast 'Design a School Breakfast Superhero' Official Contest Rules

About the 'Design a School Breakfast Superhero' contest

The School Nutrition Association (SNA) is proud to announce the *Power Up With School Breakfast* 'Design a School Breakfast Superhero' contest, challenging students to draw and name their own school breakfast superhero and explain how their super powers will help kids 'Power Up with School Breakfast'. Three national winners will receive an illustration of their School Breakfast Hero signed by the professional artist and will then featured on www.schoolbreakfast.org. Please make sure you read all the contest rules below carefully.

Terms

The Power Up with School Breakfast 'Design a School Breakfast Superhero' contest will be open from January 1, 2009 – March 20, 2009.

How to Enter

Section A: Rounds of Judging

- There are two stages of competition: 1) local competition and winners, 2) national competition and winners. There is no entry fee or other consideration to participate in the contest. The starting point for all entries is entry into a "local" 'Design a School Breakfast Superhero' contest as outlined below. Winners of the local contests in schools or districts can be entered into the national contest as detailed below, and at the sole discretion of the organizing responsible person (as described below) of that local contest. Per the rules, SNA is not responsible for local winners selected that are not entered into the national competition for any reason, or for entries that are for any reason not received by SNA for consideration in the national competition.

ROUND 1: LOCAL COMPETITION

- SNA members and school officials are encouraged to hold local 'Design a School Breakfast Superhero' contests in their school or district as a fun way to create excitement among students about school breakfast and the Power Up with School Breakfast campaign. SNA members and school officials should arrange for all aspects of the local competition including judging.
- Judging is encouraged by school grade level to stimulate interest and excitement. SNA suggests selecting winners by grade level.

Specific instructions relating to Round 1 - "Local" contests

Students in grades 1 through 12 in participating schools must give contest entries and designs to the locally designated school foodservice, school nutrition or school official per the local contest rules in order to be judged at the local level. To have a valid entry, students must do all of the following:

1. Fill out the '[Design a School Breakfast Superhero' Contest Student Entry Form](#),
2. Answer the student contest questions and
3. Complete the student contest assignment outlined below in Section B.

Students should create a sketch or drawing of an original School Breakfast Superhero (Important: see Section B to read the complete contest assignment.) Drawings or sketches can be submitted in any of the following formats:

1. Traditional drawing or sketch
2. Design using computer software like Adobe or other computer design software.

Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.

The organizers of local 'Design a School Breakfast Superhero' contests will be responsible for selecting winners from the entries received, and may elect to enter those winners into the national competition.

ROUND 2: NATIONAL COMPETITION AND WINNERS

- SNA members and school officials can enter a maximum of 3 winning entries from each 'local' or 'school' competition, to be entered in the national competition and sent to SNA for judging.
- Entries will be accepted at SNA between January 1, 2009 – March 20, 2009. Entries received after March 20, 2009 will not be eligible. **Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.**
- To be considered a valid entry, students must fill out the student contest entry form, answer the student contest questions and complete the student contest assignment as outlined below in Section B. SNA members and school officials must fill out the '[Design a School Breakfast Superhero' Contest National Entry Form](#).'
- A panel of judges will review the entries and select a group of finalists.
- The judging panel will pick 3 overall winning designs from the finalists based on pre-established criteria (Section C). Winners will be chosen and their school official will be notified by April 1, 2009.
- These 3 winning designs will be professionally re-created and displayed on www.schoolbreakfast.org

Specific Instructions relating to Round 2 "National" Competition

As schools participate in and select winners of their local contests, they may enter those winners in the national competition, subject to meeting the following requirements.

SNA members or school officials must fill out the '[Design a School Breakfast Superhero' Contest National Entry Form](#)'. A maximum of three (3) winning entries from all entries received at each school can be sent to the School Nutrition Association (SNA) by an SNA member or other designated school official, for national judging. **Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.**

No responsibility is assumed by SNA, and entrants waive all claims for lost, late, illegible or misdirected entries or for any problems with postage, U.S. mail delivery or special delivery or technical malfunction of any telephone network or lines, computer equipment, software, failure of any internet service provider or any combination thereof including without limitation any damage to entrant's or any other person's design resulting from participation in this promotion.



All entries for the national contest must be received at the School Nutrition Association (SNA) by March 20, 2009. SNA members and school officials can send local winning entries to SNA at the following address:

'Design a School Breakfast Superhero' contest
School Nutrition Association
700 South Washington Street, Suite 300
Alexandria, VA 22314
Phone (703) 739-3900

Please include the student contest entry forms, their answers to the contest questions and their designs.

Section B: Student Contest Assignment

Students should complete in full the ['Design a School Breakfast Superhero' Contest Student Entry Form](#) remembering to answer the questions below:

- What is the name of your School Breakfast Superhero?
- How does your School Breakfast Superhero helps kids power up with school breakfast?

Please note: The School Nutrition Association and our partners respect your student's privacy! We will not share any personal contact information with anyone outside the staff of the School Nutrition Association Power Up with School Breakfast 'Design a School Breakfast Superhero' Contest. This information is for our contact purposes only, to help school officials notify the winners.

The *Power Up With School Breakfast* '**Design a School Breakfast Superhero**' contest, challenges students to draw and name their own school breakfast superhero and explain how their super powers will help kids 'Power Up'. Three national winners will receive an illustration of their School Breakfast Hero signed by the professional artist and will then featured on www.schoolbreakfast.org.

Rules:

- The character they create must be their own, unique invention. Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.
- The School Breakfast Superhero can be hand drawn or sketched or designed using computer software, like Adobe. The design can be in color or black and white
- For the entry to be valid, the student must fill out the contest entry form, including the School Breakfast Superhero drawing and name your School Breakfast Superhero.
- The character should not be too similar to any of the existing School Breakfast Superheroes (Mr Breakfast, Crunch, Sandwich Sensei, Yogurl, Fruit Avenger and Eggbot)

All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned. Successful entries will be used as a basis for commercial design but are subject to modification by SNA including but not limited to overall design and name of the school breakfast hero. Usage may include and is not limited to usage on the www.schoolbreakfast.org website, the schoolnutrition.org website, magazines, television, t-shirts, mugs, posters and other merchandise.



Section C: Methods and Criteria for Judging

The method and criteria for judging at the National level will be based on the following criteria.

- Creativity of sketch or drawing and of name of the school breakfast superhero
- The food or food group represented by the school breakfast superhero should be appealing to students and good for them
- How well the design or sketch will be professionally designed or redesigned to be a good fit with the existing School Breakfast Superheroes
- Rationale why the school breakfast superhero can help kids power up

Judging Panel

The judging panel may include:

- A School Nutrition Director from a district in the DC/VA/MD area
- A Marketing expert at SNA
- A Graphic Designer
- An expert in kid content creation, kid design or kid marketing

Section D: Eligibility

This contest is open to students in grades 1 through 12 attending a school in the United States and who are residents of the United States. Entries can only be submitted to SNA via an SNA member or other participating school official. SNA members and school officials must be professionals or employees employed by a school district or school nutrition operation in the United States and must be over the age of 18. SNA cannot accept entries directly from students.

This contest is not available in any state or local jurisdiction where prohibited or restricted by law. This contest is not open to children of current SNA board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. This contest is VOID where prohibited. There is no purchase necessary to enter the contest. All winners will be notified through their participating school official as defined above.

Section E: Prizes

In addition to having their school breakfast superhero designs featured on www.schoolbreakfast.org, 3 winning sketches will be professionally designed. If SNA is unable to contact potential winner(s) through their school official(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected. If, in SNA's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, SNA reserves the right to terminate the contest. Should the contest be terminated prior to the stated expiration date, notice will be posted on www.schoolbreakfast.org and www.schoolbreakfast.org/nsbw

